

REMARKS

Claims 1-61 are pending in this application. The Applicant respectfully requests reconsideration and review of the application in view of the foregoing amendments and the following remarks.

The Applicant acknowledges with appreciation the indication of allowable subject matter in Claims 1-8 and 12-61. The Applicant also appreciates the Examiner taking the time to conduct a telephonic interview on June 7, 2005, during which the current Office Action was discussed.

One issue discussed during the interview was the inclusion of URL and email links in the specification. Per the Examiner's suggestion, the links included on page 10, line 26, page 13, line 17, and page 16, line 4 of the specification have been deleted by the foregoing amendments to the specification.

The other issues discussed during the interview were the rejections of Claims 9-11 under 35 U.S.C. § 112, first paragraph, as failing to comply with the enablement requirement. See April 27, 2005 Office Action, pages 2-3. Claim 9, which Claims 10-11 depend, provides that the additional communication data is received from the sender of the personal communication. This embodiment of the present invention is described in sufficient detail, for example, at page 13, line 22 – page 14, line 1 ("It should further be appreciated that the source of the advertisement (either static or interactive), as well as any additional communication data, can be provided by the sender of the personal communication, a third party advertiser, the Web site, or any other party that has access to the Internet.") (emphasis added) and page 16, line 19 – page 17, line 7 ("In another embodiment of the present invention, the sender may submit a populated communication page as additional communication data (as opposed to personal communication data).") (emphasis added). During the interview, these portions of the specification were discussed and the Examiner agreed to withdraw the Section 112 rejections.

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In view of the foregoing amendments and remarks, the Applicant respectfully submits that Claims 1-61 are in condition for allowance. Reconsideration and withdrawal of the rejections is respectfully requested, and a timely Notice of Allowability is solicited. To the extent it would be helpful to placing this application in condition for allowance, the Applicant encourages the Examiner to contact the undersigned counsel and conduct a telephonic interview.

While the Applicant believes that no fees are due in connection with the filing of this paper, the Commissioner is authorized to charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 50-0639.

Respectfully submitted,



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Brian M. Berliner
Attorney for Applicant
Registration No. 34,549

O'MELVENY & MYERS LLP
400 South Hope Street
Los Angeles, CA 90071-2899
Telephone: (213) 430-6000